

# JEANETTE STENSGAARD, CMP

## MARKETING & EVENTS PROFESSIONAL

### PROFILE

*Highly skilled, service-oriented director with broad spectrum market segment familiarity, extensive experience supervising a team, building relationships, creating and managing a budget, up-selling, soliciting sponsorships, and exceeding sales goals. A quick, organized learner who is trained in strategic marketing and communications techniques, all levels of event preparation and management, and thrives on exceeding expectations.*

### EDUCATION

**Park University** **Oct 2019**  
Masters of Business Administration

**Park University** **Mar 2018**  
Bachelors of Science in Management  
*summa cum laude*

**Metropolitan State University of Denver** **Jul 2011**  
*94 business related credits*

### Certifications

Certified Meetings Professional  
through the Events Industry Council  
*2012 - present*

### CONTACT

3061 Worchester Street  
Aurora, CO 80011

📞 720-425-5618

✉️ [stensgaardcreations@gmail.com](mailto:stensgaardcreations@gmail.com)

### PROFESSIONAL EXPERIENCE

#### VALDOSTA - LOWNDES CHAMBER OF COMMERCE VALDOSTA, GA

*Communications & Marketing Director* Dec 2017 - May 2019

- Liaison for media partners & \$180,000 in-kind marketing budget
- (4+) Intern and (60) Ambassador volunteers management
- Full production of Business Expo (100 vendor booths, 10+ sponsors, 1,000+ attendees)
- Full production, sales coordination and management of Awards & Dinner (450+ attendees)
- Sponsorship solicitation, event ticket & online/print advertising sales
- Responsible for all aspects of print & online media, multiple items each for 25+ yearly events
- Official photographer for all major events
- Supervisor for up to 7 interns per semester
- Responsible for design and layout of major Chamber publications, Communication Plan, Annual Report & monthly board reports

#### VALDOSTA LOWNDES COUNTY CONFERENCE CENTER & TOURISM AUTHORITY (VLCCCTA) VALDOSTA, GA

*Conference Services Manager* Dec 2012 - Jan 2018

- Booked, protected and maximized function space for events
- Negotiated event meeting contracts and executed all details
- Solicited & prepared RFPs/ proposals from/to clients/ vendors
- Prepared event reports detailing revenue, attendance & problem resolution
- Assisted sales director to manage financial performance
- Managed & led event staff, and directed all operations staff
- Developed relationships with vendors to establish prices & service agreements to enhance the event experience and increase additional revenue opportunities for the property

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### CAREER ACCOMPLISHMENTS

- Part of a sales team that exceeded one million-dollar goal at VLCCTA
- Highest new member recruitment rate since 2012 at VLC Chamber
- Highest ticket sales to Annual Awards Dinner since 2012 (2) years in a row at VLC Chamber
- Contributed to a five star rating awarded by the US Chamber to only 1% of the Chambers in the nation at the VL Chamber.
- Successfully managed and coordinated a multi-day national conference four years consecutively at ARVC

### CONTACT

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Parker CO 80134

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### PROFESSIONAL EXPERIENCE

#### NATIONAL ASSOCIATION OF RV PARKS & CAMPGROUNDS (ARVC) CENTENNIAL, CO

*Meetings and Advertising Coordinator Apr 2006 – Sep 2011*

- Planned annual, national, multi-day conference, including rooming lists, hotel and meeting space negotiations, entertainment arrangements, food & beverage selection
- Coordinated all other meetings as required for all associated groups
- Oversaw in depth B.E.O. analysis, and expense reconciliation
- Planned all travel arrangements for Board of Directors
- Assisted with trade show sales and booth placement
- Distributed RFPs for meeting site solicitation

### COMPUTER SKILLS

Constant Contact

Social Media Applications

Canva online material creation

Basic InDesign & Photoshop Skills

All Seated Diagramming Software

Social Tables Diagramming Software

Chamber Nation online CRM database

Microsoft Office Suite Professional/ 360

Caterease Account Management Software

Meeting Matrix/ iPlan Venue Diagramming Software

Delphi/ Sales Force Account Management Software

### VIRTUAL PORTFOLIO AVAILABLE AT

<https://drive.google.com/open?id=1W4qUu7JwxQp3EWIE1t2NozWlYulhkzdT>